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PATENT
Attorney Docket No.: 015358-006000US
Client Ref. No.: ID-RSV-229

On

January 11, 2006
TOWNSEND and TOWNSEND and CREW LLP

By:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JONATHAN J. HULL et al.

Application No.: 09/905,036

Filed: July 12, 2001

For: TECHNIQUES FOR TARGETING
INFORMATION TO USERS

Customer No.: 20350

Confirmation No. 2402

Examiner: Leslie Wong

Art Unit: 2164

AMENDMENT

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed July 11, 2005, please enter the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 21 of this paper.